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PTO/SB/01A (10-00).

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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING ADVERTISING CONTENT INTO MULTIMEDIA ENVIRONMENTS
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As the below named inventor(s), I/we declare that:

This declaration is directed to:

- ☐ The attached application, or
☒ Our Attorney Docket No. 120073.424, filed on November, 2001,
☐ as amended on _____ (if applicable);

I/we believe that I/we am/are the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought;

I/we have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment specifically referred to above;

I/we acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me/us to be material to patentability as defined in 37 CFR 1.56, including material information which became available between the filing date of the prior application and the National or PCT International filing date of the continuation-in-part application, if applicable; and

All statements made herein of my/our own knowledge are true, all statements made herein on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and may jeopardize the validity of the application or any patent issuing thereon.

FULL NAME OF INVENTOR(S)

Inventor one: Richard D. Ellis Citizen of: US

Signature: Richard D. Ellis Date: 5/24/02

Inventor two: Christopher R. Newcombe Citizen of: United Kingdom

Signature: C. R. Newcombe Date: 5/24/02

Inventor three: Michael Yiu-kwan Siu Citizen of: Canada

Signature: Michael Yiu-kwan Siu Date: 05/06/2002

Inventor four: Michael T. Stradley Citizen of: US

Signature: Michael T. Stradley Date: 05/02/2002

X Additional inventors are being named on 1 additional form(s) attached hereto.

Burden Hour Statement: This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is used by the public to file (and the PTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This form is estimated to take 1 minute to complete. This time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.
Docket No. 120073.424 D:\NrPortblu\Manage\ANGIEL\256835_1.DOC





EXPRESS MAIL NO.: EV064991983US

**DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION
USING AN APPLICATION DATA SHEET (37 CFR 1.76)**

**ADDITIONAL INVENTOR(S)
Supplemental Sheet**

Page 2 of 2

FULL NAME OF INVENTOR(S)

Inventor five Chris Oje Citizen of: US

Signature:  Date: 5/6/2002

Inventor six _____ Citizen of: _____

Signature: _____ Date: _____

Inventor seven _____ Citizen of: _____

Signature: _____ Date: _____

Inventor eight _____ Citizen of: _____

Signature: _____ Date: _____

☐ Additional inventors are being named on _____ additional form(s) attached hereto.

Docket No. 120073.424

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PTO/SB/81 (10-00)

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**ELECTION AND POWER OF
ATTORNEY OR
AUTHORIZATION OF AGENT**

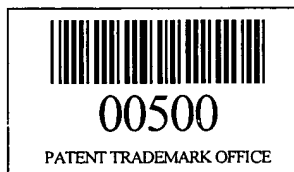
Application Number	09/998,901
Filing Date	November 29, 2001
First Named Inventor	Richard D. Ellis
Group Art Unit	
Examiner Name	
Attorney Docket Number	120073.424

I hereby appoint:

☒ Practitioners at Seed IP Law Group PLLC

OR

☐ Practitioner(s) named below:



Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the Patent and Trademark Office connected therewith.

Please change the correspondence address for the above-identified application to:

☐ The above-mentioned Customer Number.

OR

<input type="checkbox"/> Firm or Individual Name					
Address					
Address					
City		State		ZIP	
Country					
Telephone		Fax			

I am the:

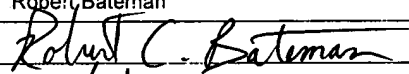
☐ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.71.

Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

☒ As assignee of record of the entire interest hereby elect, under 37 C.F.R. § 3.71, to prosecute the application to the exclusion of the inventor

SIGNATURE of Applicant or Assignee of Record

Name	Robert Bateman
Signature	
Date	5/13/02

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

☒ *Total of 1 form is submitted.

Burden Hour Statement: This form is estimated to take 3 minutes to complete. Time will vary depending upon the needs of the individual case. Any Comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

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**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Richard D. Ellis et al.
Application No./Patent No.: 09/998,901 Filed/Issue Date: November 29, 2001
Entitled: METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING ADVERTISING
CONTENT INTO MULTIMEDIA ENVIRONMENTS

Applied Microsystems Corporation

(Name of Assignee)

a

corporation(Type of Assignee, e.g., corporation, partnership,
university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of an undivided part interest

in the patent application/patent identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above.
The assignment was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the
current assignee as shown below:

1. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached

2. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached

3. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be
submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records
of the USPTO. See MPEP 302.8]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

5/13/02
Date

Robert Bateman

Typed or printed name

Robert C. Bateman
Signature

Chief Financial Officer

Title

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual
case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S.
Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:
Commissioner for Patents, Washington, DC 20231.

ASSIGNMENT

WHEREAS, I, Richard D. Ellis (hereinafter referred to as ASSIGNOR), having a mailing address of 28432 Northeast 63rd Way, Carnation, Washington 98014, am a listed inventor of an invention entitled "METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING ADVERTISING CONTENT INTO MULTIMEDIA ENVIRONMENTS," as described and claimed in the specification for which an application for United States letters patent was filed on November, 2001, under our Attorney Docket No. 120073.424.

WHEREAS, Applied Microsystems Corporation (hereinafter referred to as ASSIGNEE), a corporation of the State of Washington having a place of business at 5020 148th Avenue Northeast, Redmond, Washington 98052, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this assignment, transfer and sale not been made. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters

patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

May 24, 2002
Date

Richard D. Ellis
Richard D. Ellis

State of Washington)
County of King)

ss.

I certify that I know or have satisfactory evidence that Richard D. Ellis is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated May 24, 2002
Signature of Notary Public Sandra K. L. Duncan
Printed Name Sandra K. L. Duncan
My appointment expires 10-7-02

ASSIGNMENT

WHEREAS, I, Christopher R. Newcombe (hereinafter referred to as ASSIGNOR), having a mailing address of 14129 128th Avenue Northeast, Kirkland, Washington 98034, am a listed inventor of an invention entitled "METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING ADVERTISING CONTENT INTO MULTIMEDIA ENVIRONMENTS," as described and claimed in the specification for which an application for United States letters patent was filed on November, 2001, under our Attorney Docket No. 120073.424.

WHEREAS, Applied Microsystems Corporation (hereinafter referred to as ASSIGNEE), a corporation of the State of Washington having a place of business at 5020 148th Avenue Northeast, Redmond, Washington 98052, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this assignment, transfer and sale not been made. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters

patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

5/24/02 C. R. Newcombe
 Date Christopher R. Newcombe

State of Washington)
 County of King) ss.

I certify that I know or have satisfactory evidence that Christopher R. Newcombe is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated May 24, 2002
 Signature of Notary Public Sandra K. L. Duncan
 Printed Name Sandra K. L. Duncan
 My appointment expires 10-7-02

ASSIGNMENT

WHEREAS, I, Michael Yiu-kwan Siu (hereinafter referred to as ASSIGNOR), having a mailing address of 16711 Northeast 22nd Street, Bellevue, Washington 98008, am a listed inventor of an invention entitled "METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING ADVERTISING CONTENT INTO MULTIMEDIA ENVIRONMENTS," as described and claimed in the specification for which an application for United States letters patent was filed on November, 2001, under our Attorney Docket No. 120073.424.

WHEREAS, Applied Microsystems Corporation (hereinafter referred to as ASSIGNEE), a corporation of the State of Washington having a place of business at 5020 148th Avenue Northeast, Redmond, Washington 98052, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this assignment, transfer and sale not been made. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters

patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

May 6/2002
Date

Michael Yiu-kwan Siu
Michael Yiu-kwan Siu

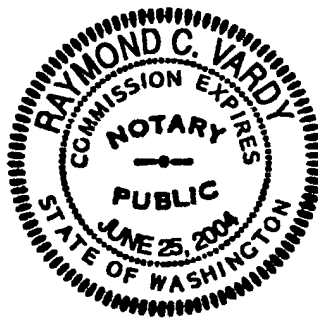
State of Washington)
County of KING)

ss.

I certify that I know or have satisfactory evidence that Michael Yiu-kwan Siu is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated 6th of May, 2002
Signature of Notary Public Raymond C. Vardy
Printed Name Raymond C Vardy
My appointment expires JUNE 25, 2004

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(120073.424)



ASSIGNMENT

WHEREAS, I, Michael T. Stradley (hereinafter referred to as ASSIGNOR), having a mailing address of 620 Galer Street #133, Seattle, Washington 98109, am a listed inventor of an invention entitled "METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING ADVERTISING CONTENT INTO MULTIMEDIA ENVIRONMENTS," as described and claimed in the specification for which an application for United States letters patent was filed on November, 2001, under our Attorney Docket No. 120073.424.

WHEREAS, Applied Microsystems Corporation (hereinafter referred to as ASSIGNEE), a corporation of the State of Washington having a place of business at 5020 148th Avenue Northeast, Redmond, Washington 98052, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this assignment, transfer and sale not been made. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters

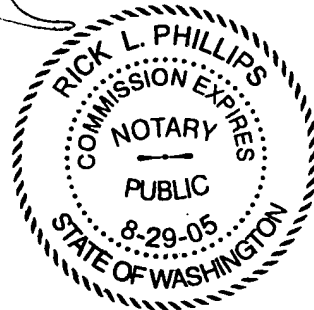
patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

05/02/2002
Date

Michael T. Stradley
Michael T. Stradley

State of King WA)
County of King)

ss.



I certify that I know or have satisfactory evidence that Michael T. Stradley is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated 5-2-02

Signature of [Signature]
Notary Public

Printed Name Rick L Phillips

My appointment expires 8-29-05

ASSIGNMENT

WHEREAS, I, Chris Oje (hereinafter referred to as ASSIGNOR), having a mailing address of 533 Central Way, Apt B311, Kirkland, Washington 98033, am a listed inventor of an invention entitled "METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING ADVERTISING CONTENT INTO MULTIMEDIA ENVIRONMENTS," as described and claimed in the specification for which an application for United States letters patent was filed on November, 2001, under our Attorney Docket No. 120073.424.

WHEREAS, Applied Microsystems Corporation (hereinafter referred to as ASSIGNEE), a corporation of the State of Washington having a place of business at 5020 148th Avenue Northeast, Redmond, Washington 98052, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this assignment, transfer and sale not been made. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters

patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

5/6/2002
Date

Chris Oje
Chris Oje

State of WASHINGTON)
)
County of KING)

ss.

I certify that I know or have satisfactory evidence that Chris Oje is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated 6th of May, 2002

Signature of
Notary Public Raymond C Vardy

Printed Name Raymond C Vardy

My appointment expires JUNE 25, 2004

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(120073.424)

